

Brand-Book in the Brand Management System: its Structure, Meaning and Role

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Abstract. The article discusses the role and importance of the brand book in the branding system. The structure of the brand book and its key elements are considered separately. The types of brand-books are considered - logobook, standard, guideline and complex brand-book. The ways of developing brand-books are given, depending on the scale and industry affiliation of the company. The brand-books of the world's leading companies are considered separately. The corporate style and identity are analyzed in the context of the brand book.

1 Introduction

A brand book is a formal document that represents a brand's identity. This is a kind of set of laws, rules and principles that the brand adheres to. Brand-book reveals all the features, from attributes to the rules of conduct and principles that the brand adheres to.

The concept of a brand book must be considered from two positions: from the position of the manufacturer and from the position of the consumer.

From the standpoint of a brand, the value of a brand book is an important and effective tool for developing and promoting a brand, because such a document contains all the core values and mission of the brand, the principles of positioning and promotion, and includes all the main attributes.

From the point of view of consumers, a brand book is an opportunity to learn about the activities of a manufacturer of goods or services, about its main mission and value orientations, to get acquainted with the main advantages, which ultimately determines the consumer choice and, consequently, the success of the brand.

Brand books are usually classified according to the following most commonly used types - complex brand book, standard or guideline, logo book or minimal.

- A comprehensive brand book is a document that reflects all the components of the corporate identity and identity, what it should be, what colors should be used in the design, packaging design requirements, what should be the design of points of sale, the design of websites, social networks, rules and demeanor with customers, what should be the appearance of employees and much more.

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- Standard or guideline is a more simplified version, which provides a methodology for using corporate identity and applying all visual attributes. A guideline is a detailed description of what a corporate identity should be.

- Logobook (minimal) is the basic information about the brand logo and typography. The rules for the use and location of the logo, the use of the color palette, the use of shades, the size of the logo, and much more are described in detail.

Also, the brand book is classified by target audiences - employees, sponsors, partners, customers.

2 Research Methodology

For company employees, this is a kind of navigator, with the help of which the brand team knows exactly what the product and service should be, what rules and manners they should follow when working with consumers, what promotion opportunities and tools are available, recommendations for the use of identity and corporate identity, and much more.

There is no single criterion for the formation and development of a brand book, there are many approaches to development. The choice of such a development option is determined by the following significant factors that predetermine the choice of the required approach: scope, scope, market and product specifics, market competition, product uniqueness, online or offline promotion, and others.

However, despite the lack of a single mechanism for developing a brand book, it is necessary to clarify the mandatory elements that should be in all documents of this type:

- Brand positioning - includes all key characteristics: brand DNA, mission, goals and objectives, values, personality and benefits.

- The history of the formation and development of the brand. Detailed description of the company and its work activities.

- Target audience - Research of consumer preferences and opinions about the product. Description of the target audience, its preferences. This section helps in working with clients based on their preferences, provides a recommended set of requirements for communication, serving the audience.

- Product or service of the company - all characteristics of the product, its advantages and properties are prescribed

- Logo - The logo or brand name as the most important visual component of the brand, which remains in the memory of consumers and is an identifier of a particular product. It should be clear and memorable, as it is one of the key attributes of branding. This section contains all the rules for using the logo:

- ✓ color palette, color variations
- ✓ font size,
- ✓ space around logo indents, spacing, use of padding, etc.
- ✓ logo size and proportions
- ✓ logo options
- ✓ variants of incorrect and inadmissible use

- Corporate style and identity – the brand book assigns a special role to the formation of corporate identity, describing all the features and requirements of the identity point by point. A certain set of rules and principles that should guide the design of a design is given. They may include rules for the use of images and images, the use of color palettes, fonts, placement of brand names and logos, and others.

- Brand tone is part of a company's communication strategy that promotes a positive image and maintains a brand's reputation. Brand tonality contributes to the creation of the necessary communications with the target audience, building trusting relationships with consumers, helps to express corporate values and interests, and stands out from competitors.

The rules for using the tone are written in the brand book. Depending on the brand, the set of these rules will be different.

- Requirements for the use of illustrations, images and others.

3 Results and Discussions

A brand book can be executed both within the company and by invited experts in the relevant field. The choice of a specific option depends on important factors - the scale of the company, the position of the brand in the market, its competitiveness, and so on. Depending on the size of the brand itself, the presence in the organization of a structural design unit, whose employees have professional skills in this industry, is determined. The creation of such a document is an integral part of their professional activities.

However, it should be noted that not all companies have an entire design department. It depends, in many respects, on the size and position of the brand in the market. Most have a full-time specialist in a particular field, who can also develop the brand book of the company.

The second way is to attract specialists from outside. This approach has its advantages, the main of which is the fact that the involved design specialists are professionals in this particular area - creating a brand book, and therefore have rich experience, as they have been developing a brand book for many companies.

A brand book is a necessary element of a company's development. In addition to the main task of building consumer loyalty, such a document establishes a special set of brand laws and provides internal and external communications.

All the world's leading brands have their own unique brand book, where all the main components of the corporate identity and identity are signed. The options for using the logo, its placement, font size and design are considered, recommended examples and undesirable options for use are given. Depending on the company in question, the brand book may be different, much will depend on its industry. You should consider options for such documents of well-known world brands that are leaders in specific industries.

The first version of the brand book is the «I love New York» brand, the main purpose of which was to attract tourists and popularize the city. Territorial branding (place branding), as well as product brands, is the most important tool for the development of the territory, attracting investments and tourists. One of the most common variants of the territory logo is the symbolism of the city of New York, developed by Milton Glaser in 1977.



Fig.1. Brand-book "I love New-York"

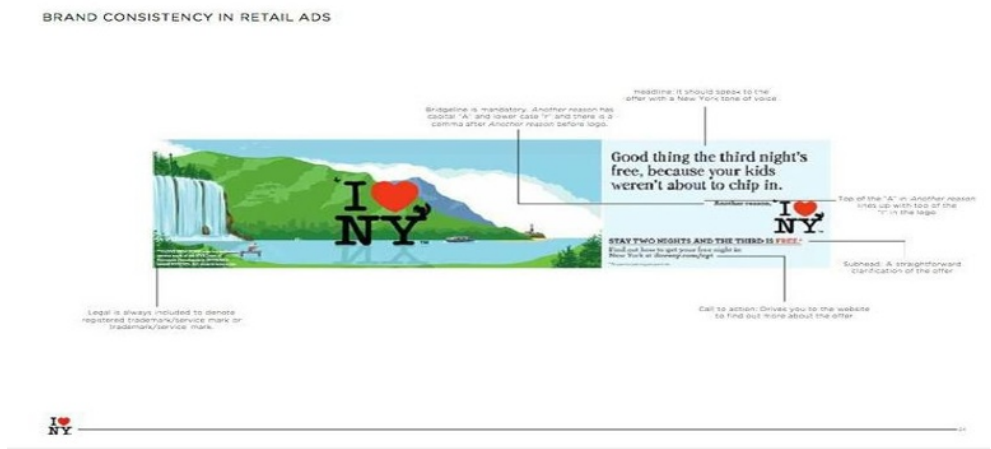


Fig. 2. Brand-book "I love New-York"

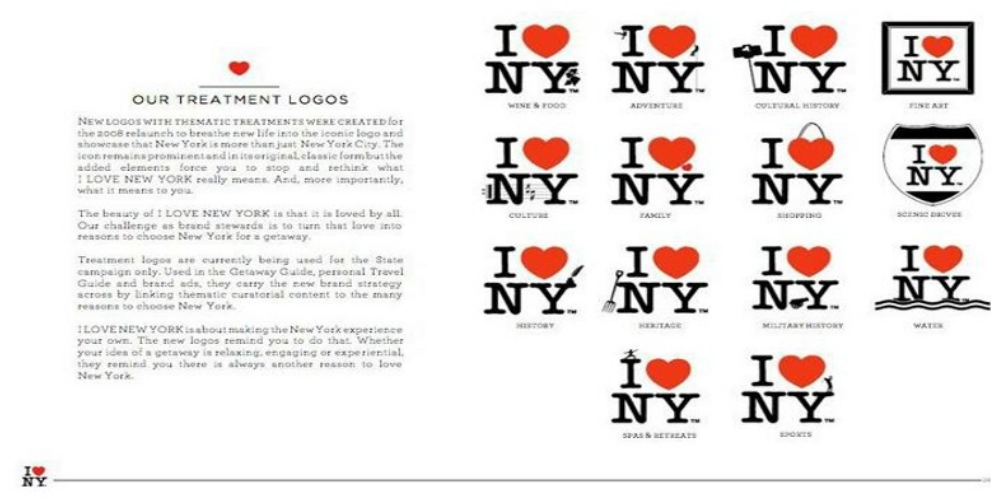


Fig. 3 List of brand logos "I love New-York"

This document describes all the main directions for using brand symbols, font size, spacing between corporate identity elements, logo options and rules for using advertising banners and posters, and much more. Also, the history of the brand formation and its influence on the development of territorial branding, etc. is told.

A brand book can be relatively small in size, or it can be very informative, with a detailed consideration of all elements of the company. A brand book is, first of all, a book about the brand, which tells about the fascinating and beautiful history of the formation and development of the company. This is a guide to the rational use of corporate identity, identity.

The first such manuals in paper form began to appear in the period 1950-1980, which included requirements for the use of graphic design, rules for placing logos, design of documents, banners, posters and signs, rules for the use of graphics and typography, size and design of fonts, color palette and others.

One of the first such guides is the IBM brand book. It was designed in 1956 by designer Eliot Noyce, who was hired by company management to develop the corporate design for the entire brand, from products to building architecture. The graphic documents were

developed by graphic designer Paul Rand, who created the famous series of company logos, which was completed in 1972.



Fig. 4 The Coca-Cola brand book

Examples from brand books of leading brands in their industries The Coca-Cola brand book, which reveals all the features of the use of design, images and Spencer's signature font, which is the company's logo.

4 Conclusions

Regardless of the field of activity or scale, a brand book is needed for all brands. After all, the presence of a brand book provides a number of significant advantages and conveniences for the development of the company. The brand book contains all the basic principles of using the corporate identity of the company, positioning and its concept. A set of rules that must be followed to maintain brand identity and recognition. Depending on the scale of the brand, the approach to development should also be different.

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